

FY 2006 Task 2
Virginia Coastal Program Outreach Final Report
October 1, 2006 – December 31, 2008

In addition to responding to requests for coastal resource information and providing outreach support as needed to VA CZM Program Office staff and partner agencies and organizations, during the FY 2006 grant year funding for Coastal Program Outreach has supported the following grant products:

Virginia Coastal Zone Management Magazine: One issue of the *Virginia Coastal Zone Management Magazine* was published (Spring/Summer 2007) and released in June 2007 on-line and in hardcopy www.deq.state.va.us/coastal/magazine.html. This was the first magazine to be produced entirely in-house without outside graphic services in order to trim the budget and more time was spent on the final layout. The magazine is available on-line in both a PDF and HTML format (during this period HTML formatted pages were created to improve accessibility of articles on the website and to enable links directly to articles). Of the 3500 copies of the magazine printed, just over 1770 copies are mailed to VA Delegates and Senators, VA's congressional delegation, VA CZM agency directors/boards/commissions, Tidewater local governments (*elected/appointed officials, SWCD Chairman, PDC and planning directors, planning commission chairmen, wetlands board chairmen*), Coastal Policy Team members, federal government staff (*NOAA and EPA*), other state CZM program managers, and conservation and education contacts. Approximately 200 copies are provided to the Office of EE, DEQ's regional offices, and to partner agencies and PDCs for distribution to visiting public. Remaining copies are distributed during public events. Production of the Fall/Winter 2007 issue was initiated, however due to staffing shortages and subsequent workload restraints in the VA CZM Office, this issue was pulled from production. FY06 funds were used to print the Summer/Fall 2008 issue of the *Virginia Coastal Zone Management* magazine, produced through the FY07 Task 1.03 grant. *A PDF copy of both magazine issues is attached.*

Other publication/graphics work included: design of facts sheets for Living Shorelines and Coastal GEMS; editing assistance to DCR of the 2007 Virginia Outdoors Report; design of 2007 poster for Birding and Wildlife Festival and placemat marketing the event; draft design of interpretative panels for Seaside Heritage Program 3-sided kiosk; design of new VSHP reef restoration and floating dock signs. *A PDF copy of these publications, panels and signage is attached.*

Web sites: The Virginia CZM main website, including sub-sites for the Seaside Heritage Program (<http://www.deq.virginia.gov/coastal/vshp/>), Seaside Water Trail (<http://www.deq.virginia.gov/coastal/seasidewatertrail/homepage.html>) and Coastal GEMS (<http://www.deq.virginia.gov/coastal/coastalgems.html>), was updated and expanded. Total hits or views during the FY 2006 period were 4,444,980 (number of times web files were requested from the server including web pages, PDFs etc. – this number does not reflect unique visitors – just indicates activity of site). Website efforts included working with staff to complete non-spatial data pages for the Coastal GEMS application.

Workshops/Media Events: The OC coordinated planning and off- and on-site logistics for the 2007 Virginia Coastal Zone Partners Workshop held on December 6 & 7, 2007 in Portsmouth. All workshop presentations are on-line - www.deq.virginia.gov/coastal/workshop.html. The OC arranged a keynote speaker from the Pew Center on Global Climate Change and a plenary session on assessing your ecological footprint, as well as facilitated a session on determining the Virginia CZM's new focal area and an exhibit area.

In February 2007, the OC worked with Virginia CZM staff to hold a Coastal GEMS Open House and week-long exhibit at the Virginia General Assembly to highlight release of Coastal GEMS. Media were in attendance and an article appeared in the Richmond Times Dispatch.

Exhibits: Produced new exhibits highlighting "Living Shorelines", "Oyster Gardening" and "Coastal GEMS." New display hardware was purchased to enable the Program to exhibit at multiple locations and share the exhibit as well as exhibit panels and materials with its partners for community and educational events. Virginia CZM Coastal Program exhibits or materials appeared at the following October 2006 - September 2007 events.

- Virginia State Fair – October 2006
- Eastern Shore Birding and Wildlife Festival – October 2006
- Southeastern Association of Fish and Wildlife Agencies – November 2006
- Urbana Oyster Festival – November 2006 – (worked with EE Office staff to create a new community-based committee which will work with area schools and exhibitors to make the school education day a more meaningful watershed education experience)

- Back Bay Forum – March 2007
- Arranged Omar's participation in US/Japanese Oyster Symposium - April 2007
- Environment Virginia Conference – April 2007 (over 800 attendees)
- Earth Day event at Mt. Trashmore (consistently one of the largest Earth Day events in Virginia's Coastal Zone with over 12,000 attendees) - May 2007
- Virginia GIS Conference – September 2007

Plant ES Natives Campaign: FY06 funds were used to transcribe the audio from the seven focus group meetings conducted on the Eastern Shore as part of the needed research phase to developing a new social marketing campaign to increase of the use of native plants and vegetative cover to enhance water quality and protect and increase habitat. *A CD of the audio files is attached.*